



**American Association for Public Opinion Research  
Executive Council Minutes  
August 21, 2014**

Michael Link	President	Present
Mollyann Brodie	Vice President	Present
Rob Santos	Past President	Present
Mary Losch	Secretary-Treasurer	Present
Dan Merkle	Associate Secretary-Treasurer	Present
Frauke Kreuter	Standards Chair	Present
Ron Langley	Associate Standards Chair	Present
Dawn V. Nelson	Conference Chair	Present
David Dutwin	Associate Conference Chair	Present
Jennifer H. Childs	Membership & Chapter Relations Chair	Present
Kristen Olson	Associate Membership & Chapter Relations Chair	Present
Eleni Delimpaltadaki Janis	Communications Chair	Present
Jordon Peugh	Associate Communications Chair	Present
Cliff Zukin	Councilor-at-Large	Present
Joe Lenski	Councilor-at-Large	Present

**Staff**

Susan Tibbitts	Executive Director	Present
Heidi Diederich	Administrative Director	Present
Abra Alscher	Administrator	Present
Ashley Hicks	Accountant	Present
Lisa Kamen	Marketing Communications Manager	Present

**Guests**

Anna Wiencrot	Education Committee Chair	Present
Kumar Rao	Editor, <i>Survey Practice</i>	Present
Kirby Goidel	Editor, <i>Survey Practice</i>	Present

**I. WELCOME, CALL TO ORDER, REVIEW AND APPROVAL OF MINUTES**

President Michael Link called the meeting to order at 12:04 p.m. EST and a quorum was established.

**Jennifer Hunter Childs moved, seconded by David Dutwin that the minutes of the July 24 Executive Council meeting be approved as presented. The minutes were approved unanimously.**

**II. SECRETARY-TREASURER REPORT**

Secretary-Treasurer Mary Losch reported the 990 tax return has been signed and submitted. The 2015 budget is progressing. Mary reminded those who haven't yet provided their committees budget numbers to send them to Executive Director Susan Tibbitts no later than August 22, 2014.

### III. CONSENT AGENDA

Consent agenda items were presented for information. There was no discussion. Consent reports were received from the Conference, Membership and Chapter Relations and Communications Committees.

**Mary Losch moved, seconded by Jordon Peugh to accept the consent reports as presented. The motion was approved unanimously.**

### IV. STRATEGIC DISCUSSION

#### Follow-up on Non-Probability Report and Recent Statement

Michael Link provided the proposed action plan for Reassessing Today's Survey Methods.

1. Create a special panel of experts with the charge of creating a framework or guidance document to help in the evaluation and assessment of survey data across the array of survey and sampling techniques in use today. This will be a small group that will work quickly. The panel would report monthly to the Executive Council with the goal of presenting their document at the March Executive Council meeting. The document will be presented at the conference with a couple follow-up meetings to include feedback from the conference. The following individuals are recommended to sit on this committee: Reg Baker, *Marketing Research Institute International*, co-chair (guidance document); Scott Keeter, *Pew Research Center*, co-chair (mini-conference); Mike Brick, *Westat*, co-chair (special JSSAM issue); Paul Biemer, *RTI International*; Courtney Kennedy, *Abt SRBI*; Frauke Kreuter, *University of Maryland*; Anthony Salvanto, *CBS News*; and George Terhanian, *NPD Group*.
2. Offer a mini conference at the 2015 annual conference in the form of a track of programming focused specifically on the "Renaissance of Methods". The mini conference will present the opportunity for 11 potential sessions, including: a special panel on the task force findings; two or three additional panel sessions; and sessions comprised of formal paper submissions.

It was noted that Sarah Cho, Chair of the Short Course Subcommittee on the Education Committee has agreed to reserve one of the seven short course slots to be used for this topic as needed. The appropriate instructor(s) needs to be identified.

3. Arrange for a special issue of JSSAM that would compile and disseminate the latest work to understand the strengths and limits of today's survey methods. Potential contributions for this special issue include: publication of special panel guidelines/recommendations; selected papers from the AAPOR conference; special call for submissions to this particular issue; and, invited response columns.

Michael Link indicated that he would work with staff to create an e-blast to members laying out the three-phase plan. The e-blast would be followed by tweets and the identification of specific persons to aide in getting the word out. The intent is to raise AAPOR's visibility and send a clear message that AAPOR/CBS News/NYT are not at war with each other.

Council discussion followed.

Michael Link encouraged council to share their thoughts on the mini conference or the JSSAM special issue. He stated his intent to share the draft eblast with council prior to release.

**Michael Link moved, seconded by Mollyann Brodie that council approve the appointment of the special task force on the guidance for reassessing today's survey methods, establish a mini conference within the annual conference with the same theme, and create a special issue of JSSAM focusing on this topic. Motion carried unanimously.**

## V. OLD BUSINESS

### **Survey Refusal Task Force Report: Final Consideration**

David Dutwin presented the final Survey Refusal Task Force Report for consideration. Council discussion followed. Council expressed approval of the final edits made to the report. Mary Losch stated that she had a handful of non-substantive edits that she would share with David. There was agreement that Michael Link would review and approve the report in final form on behalf of council.

**Mary Losch moved, seconded by Rob Santos to accept the report pending final edits as recommended by council. Motion carried unanimously.**

### **Conference Steering Committee Updates**

2018 – 2020 Conference Site Selection: Dawn V. Nelson reported she met with Michael Link, Mollyann Brodie, David Dutwin, Jenny Hunter Childs, Cliff Zukin, Susan Tibbitts and Heidi Diederich to discuss whether to recommend changes to the basic conference structure that could affect future conference contract negotiations or geographic rotation. No changes were identified. The group agreed that retaining a regional rotation for the conference made sense. However, based on reviewing the data analysis on conference attendance prepared by the MCR subcommittee on member data; the group agreed that that Florida does not need to be a required location part of the geographic rotation.

Abstract Submission Process Changes: Dawn introduced the new two-phase abstract submission process adopted by the conference committee. Panel submissions must be received by October 15 and formal paper submissions by November 12. Panelists will know whether or not they are invited by October 31, allowing those that are rejected the time to submit a formal paper abstract.

David Dutwin presented his recommendations for changes to the Sudman Student Paper Award competition. He proposed requiring applicants for the Sudman Award Competition to submit their abstract through the abstract submission site and the review process. This would mean that the student papers would first have to meet the threshold for acceptance as a conference presentation. The change has been proposed to ensure the continued rigorous consideration of paper quality. David also noted the need to promote the award more vigorously to attract applicants. AAPOR received eight paper submissions in total for the 2014 Sudman awarded compared to 20 in past years.

Dawn V. Nelson reported that she had worked with Paul Beatty, Jen Dykema and Cliff Zukin to revise the abstract categories and to attempt to standardize categories used by AAPOR across the board. Keywords will also be standardized in the abstract submission process so they will be more useful to reviewers when building the schedule and concurrent sessions.

Meeting Theme: Dawn V. Nelson advised the council that the theme for the 2015 annual conference will be, "A Meeting Place."

***Survey Practice: New Vision***

Rob Santos advised council that a new vision for *Survey Practice* was developed by the Survey Practice Advisory Committee. He noted the committee's belief that an opportunity exists to re-invigorate and expand *Survey Practice* in light of advanced technology, social media and the rapid advance of new methodologies for assessing public opinion.

*Survey Practice* Co-Editor Kumar Rao presented the new revised vision for *Survey Practice*: instead of a web-based quasi journal, it would be a website that continuously and frequently posts contributions including empirical research reports, think pieces about research or professional issues, interviews with notable members of the community, reports of AAPOR committees, how-to reviews, teaching suggestions, etc. One of the aims would be to stimulate interchange between authors and readers as well as between readers themselves.

Rob asked council for approval to develop the proposal to include milestones and a budget with a plan for implementation in the next two years.

**Cliff Zukin moved, seconded by Ron Langley to give the Survey Practice Advisory Committee the charge to develop the outline of a plan for the new vision of *Survey Practice*. Motion carried unanimously.**

The committee will present their final proposal at the September Executive Council meeting.

**VI. ADJOURNMENT**

Michael Link stated that the meeting of the Executive Council was adjourned at 1:51 p.m. ET.

**Mary Losch moved, seconded by Dan Merkle to adjourn the Executive Council meeting. The motion carried unanimously.**